

# Authority vs Internet- inspired anarchy

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# The Internet and Social Media

- One of the biggest transformations ever known
- The new **printing press**
- A double-edged sword
- Ministries can be made and lost online

# Statistics to blow your mind

- **Internet users**

- 2.8 billion
- 40% of World population
- 84% of UK population
- 98% of UK 16-35 year olds

- **Mobile Phone users**

- 6.8 billion (97% population)
- 75,750,000 UK Mobiles (**123%**)
- Over 50% UK population own a smartphone or tablet

# Social Media Statistics

- **TWITTER**

- 284 million active users
- 400 million tweets daily
- 60% from mobile devices
- 15 million active users in UK

- **FACEBOOK**

- 1.35 billion active users
- 60% of this total log in on a given day
- 31 million Brits login each month

# Internet Effects

- “**Democratization**” = anti-authority & undermines local accountability
- A pastoral covering for blogs?

# Internet Effects

- Old ways of “validating” being replaced by links from friends and Google ranking
- The days of a congregation being solely taught by their pastor are over
- **Divide between the offline & online blurring**

# Response A to the Internet

“These media tend to **shorten attention spans**, weaken discursive reasoning, **lure people away** from Scripture and prayer, **disembody relationships**, feed the fires of **narcissism**, cater to the craving for attention, fill the world with **drivel**, shrink the soul's capacity for greatness, and make us second-handers who comment on life when we ought to be **living it**. So **boycott them and write books** (not blogs) about the problem.”

# Response B to the Internet

“The other response says: Yes, there is truth in all of that, but instead of boycotting, try to **fill these media** with as much provocative, reasonable, Bible-saturated, prayerful, relational, Christ-exalting, truth-driven, serious, creative pointers to true greatness as you can.”

- **John Piper** *“Why I Twitter”*
- <http://twitter.com/johnpiper>
- <http://www.desiringgod.org/blog>

# Internet and the Christian

- A massive time waster, rivaled only by TV
- Allows pornography into our homes
- Global village
- Plundering the Devil's Tools

# Internet and the Christian

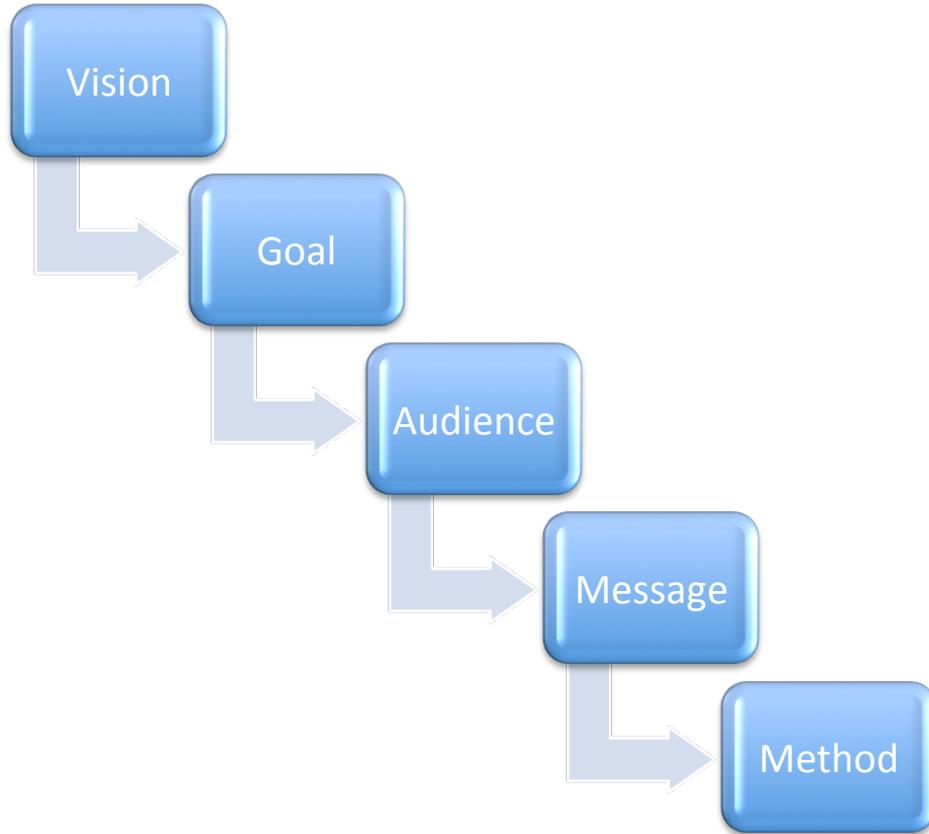
- Better access to Christian resources than at any time in the last 2000 years.
- Yet the most biblically illiterate generation for centuries

# **A Massive Opportunity**

**“ . . . by all means I might save  
some.”**

**(1 Corinthians 9:22)**

# Communication



# What is your vision?

- You are called first and foremost to build the local church
- "You are not called to pastor the World"

**Tope Koleoso**

- Nothing can take the place of face-to-face discipleship
- Do not serve technology, force it to serve you
- Start small. Build up. Assess

# Social Media – So What?

- People create **intense connections** with each other and with organizations online
- Tension exists between “open” personal world of net & desire to **protect image**

- **Unofficial posts** can be a major headache
- Online connections *do* lead to offline friendships
- Beware addiction potential
- Our biggest need is for real-world pastors & friends

# What can Social Media Achieve?

- Forging connections old and new
- Evangelistic opportunity
- Opportunity for sin e.g. affairs with old flames

- Sharing news, and ideas
- “Crowd Sourcing”
- Promoting events, “Flash mobs”
- Campaigns and revolutions

# It's all about leadership

- Leadership= having followers
- Two types of follower so two types of leadership
  - Influence
  - Authority
- Every leader will be more gifted at one
- Social media develops some people's influence

<http://www.patheos.com/blogs/adrianwarnock/2012/12/two-types-of-leadership/>

# How can we use technology to evangelize?

- Be clear what our message is and be a consistent witness e.g. no “flaming”
- Don't underestimate the power of “**coming out**” to friends online.
- **Join the conversation**
- Produce excellent resources that don't sing to the choir

# **Principles for our online lives**

# Avoid self-promotion

- **Let another praise you, and not your own mouth; a stranger, and not your own lips.** (Proverbs 27:2)
- Use whatever voice God gives you online to honor him and **direct readers to others**
- It's all about Jesus, **NOT** you
- But Social media are **personal** media, don't hide who you are.

# Be A City On A Hill

A city set on a hill cannot be hidden. Nor do people light a lamp and put it under a basket, but on a stand, and it gives light to all in the house. In the same way, **let your light shine before others.**

- Matthew 5:14-16
- **Humility** does not require we hide ourselves

# Beware the Power of the Keyboard

- **Prov 18:21** Death and life are in the power of the tongue, and those who love it will eat its fruits.
- **James 3:1-2** We who teach will be judged with greater strictness. For we all stumble in many ways. And if anyone does not stumble in what he says, he is a perfect man, fable also to bridle his whole body.

# DON'T SAY TOO MUCH

- **Prov 10:19** When words are many, transgression is not lacking, but whoever restrains his lips is prudent.
- **Prov 29:20** Do you see a man who is hasty in his words? There is more hope for a fool than for him.
- **Prov 18:13** If one gives an answer before he hears, it is his folly and shame.

# DON'T SAY TOO MUCH

- **Prov 18:6** A fool's lips walk into a fight, and his mouth invites a beating.
- **Prov 15:1** A soft answer turns away wrath, but a harsh word stirs up anger.
- **The internet captures careless words for ever**

# DON'T SAY TOO LITTLE

- **Prov 25:11** A word fitly spoken is like apples of gold in a setting of silver.
- **Prov 12:18** There is one whose rash words are like sword thrusts, but the tongue of the wise brings healing.

# DON'T SAY TOO LITTLE

- **Prov 12:25** Anxiety in a man's heart weighs him down, but a good word makes him glad.
- **Prov 15:23** To make an apt answer is a joy to a man, and a word in season, how good it is!
- **Prov 22:11** He who loves purity of heart, and whose speech is gracious, will have the king as his friend.

# Don't Cast your Pearls . . .

- **Prov 23:9** Do not speak in the hearing of a fool, for he will despise the good sense of your words.
- **Prov 26:4** Answer not a fool according to his folly, lest you be like him yourself.
- **Prov 26:5** Answer a fool according to his folly, lest he be wise in his own eyes.

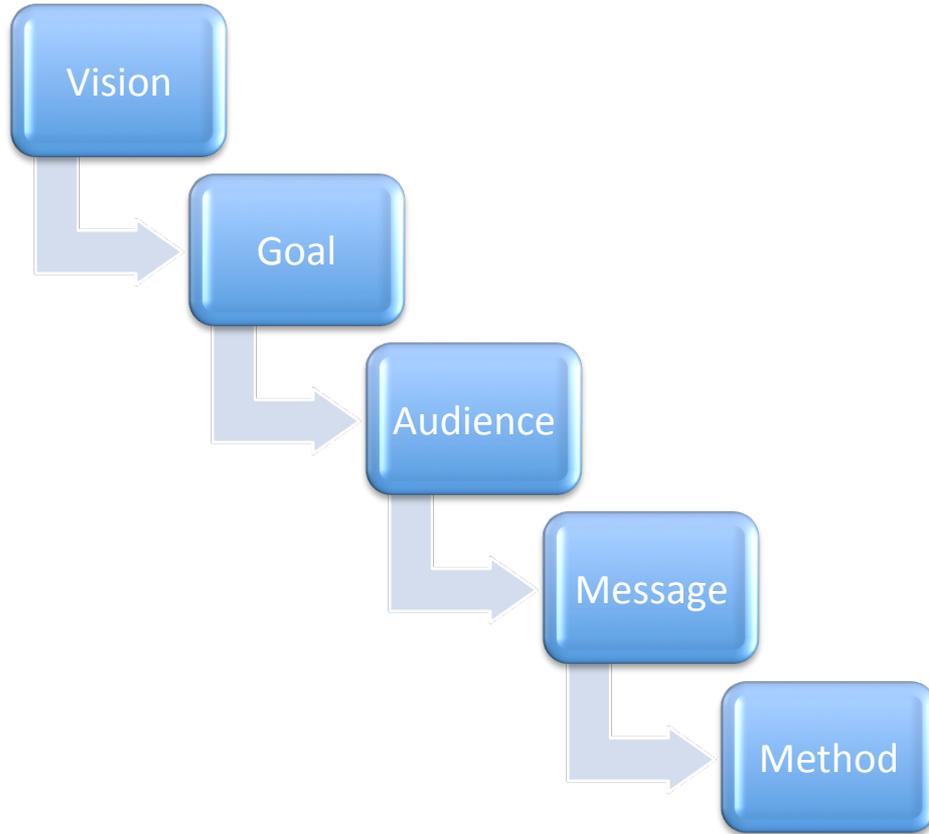
# Don't Cast your Pearls . . .

- **Prov 9:8** Do not reprove a scoffer, or he will hate you; reprove a wise man, and he will love you.
- **Don't EVER use the Internet to rebuke a character flaw do it face to face!**
- **Discussing doctrine publicly is fine but do it with grace**

Do unto others as you would  
have them do unto you

**Matthew 7:12**

# Communication



**Consider  
your audience**

# Contextualize EVERYTHING

## Rural Church

- Church's own building may become well known and function as a **community centre**
- Tight-knit social circles mean **word of mouth** works
- **Community** is a strong value, even among non-Christians

## City Church

- **Few truly high profile buildings.** Consider buildings they already attend, eg cinemas, theatres
- Word of mouth *is* still important, but can live next to church for years and **never know about it**
- Many want **anonymity** initially

# Reaching People you Already Know

- **Best methods:** Face to Face, Phone calls, *Text messages*
- Almost 100% own a mobile
- Almost 100% of messages read
- Highly personal & trusted
- Can included weblinks
- **Disadvantages of SMS:**
  - Can't easily reach new people
  - No graphics

# Tips for Texts

- Don't text too often!
- Beware of misinterpretation and don't ignore incoming texts
- Have different groups for regular and special events / "high Sundays"
- Auto sign-up eg "Text 'Jubilee' to 60777"
- Add unsubscribe message
- **RECOMMENDED TOOL:** <http://www.textlocal.com>
- **Costs:** low - get a charity account, works with Churchapp

# What About Email?

- Open rates may be under 40%
  - Click rates may be under 5%
  - Spam filters and Google tabs
  - Use with other channels
  - **RECOMMENDED TOOLS:** Mailchimp or Churchapp
- DON'T IGNORE INCOMING EMAILS!**

# Reaching People who Know Members

- **Best methods:** word of mouth, social media, website, publicity
- Give members tools to use: leaflets, messages to share
- Advertising gives members a starting point with friends and confidence

# Reaching People who Live Locally

- **Best Methods:** publicity, website, social media
- Ensure website easily updated e.g. Wordpress
- Register with Google places and other directories

# Reaching Distant Friends who Could Recommend Locals

- **Best method:** social media, website

# Joined up Communication

- One look
- One message
- One voice
- One purpose
- **Many channels**

# Publicity

- Leafleting
- Newspapers
- Buses
- Billboards

**Unified 'personality'**  
needed, a hook, eg  
“informal church” or  
“church in the  
cinema”

**Facilitates personal  
invitation**

**Reflect current reality  
and future aspiration**

# **Your Church Website**

# Avoid Total Outsourcing if Possible

- Ensure you can easily update it e.g. Wordpress plus a template
- Be truthful in the image you portray
- Think about what kinds of people you are trying to attract and those you are not. E.g. "an informal church"
- Your church's online home

# Using Media On Your Site

- **MP3s** now on most church sites
- Consider video
- Allows **catch-up** for kids workers / holidays
- Some will “**preview**” the church
- Relationship with church prior to attendance
- Expand influence? – but preach to YOUR people not the world.
  
- **RECOMMENDED TOOLS**
  - Soundcloud.com not your webhost
  - Feedburner.com for iTunes podcast
  - Vimeo / Youtube: If good lighting, smartphone is sufficient
  - Churchapp Mobile app

# Making Google Your Friend

- Get high **ranking** for “church yourtown”
- Use keywords in text, title & **external links**
- **Do not pay for SEO**
- Have a blog, news section, or podcast **feed**
- **Use Google Places and other directories**
- **Link to some other churches**

# Blogs

- **Regularly updated** website – can drop the word
- Shortened from “Web Log”
- Potential audience = **entire internet community**
- **Subscription** by reader or email
- Post headlines to **Twitter** and **Facebook**
- Helps massively with **Google rankings**
- Comments box is optional & **dangerous** consider Disqus

# Facebook

- For keeping in touch with the people you know
- Reconnecting with old friends
- Groups, “fan” pages, events: a necessary pain in the neck
- Sharing photos
- Happy Birthday messages
- Can find local people and connect with them

# Facebook Problems

- Excessive showing off
  - “My life is better than yours”
  - “Look at my baby”
- Too much negativity
  - “My life sucks”
  - Complaining & ranting
- Named in 30% of UK divorces
- Posts are not seen by all followers
- Edgerank discriminates against links

# Facebook Publicity

- Targeted by geography and/or interests in user profiles
- Can "boost" a certain post
- Can support a page you have set up or your website

# Twitter

- **For following people you wish you knew**
- “What's happening?” in **140 characters**
- Often “What are you thinking?” or “What have you found that is interesting?”
- **'Sentences change lives' John Piper**
- Many Tweets include link to external website
- Limited promotional opportunities but “viral” spread

# Twitter Tips

- **JOIN NOW as an Individual**
- Follow a good mix of people
  - Other Christian leaders you like
  - Local MP / Mayor
  - People who RT or post things you like
  - Use Keywords & #tags to find local people
  - Follow back, use lists
  - Your first follow: @adrianwarnock
- **INTERACT**, and give back

# Stuck for What to Say?



- <http://www.patheos.com/blogs/adrianwarnock/2013/06/twenty-types-of-tweets-how-many-do-you-use-on-twitter/>